



PST TRAINING (PTY) LTD

PST Training (Pty) Ltd

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Effective Public Speaking (Presentation Skills)

Overview

The ability to speak effectively to audiences is a learned skill — good speakers are made, not born. This course focuses on teaching delegates what they need to know to become more skilful public speakers and to transform what may currently feel like an unpleasant experience into one that is enjoyable and rewarding.

Objectives

On completion of this course, delegates will be able to:

- Learn to look comfortable, confident, and relaxed when presenting.
- Speak in a memorable and impactful way.
- Present with power and authority.
- Captivate an audience through engaging delivery techniques.
- Motivate, inspire, and persuade listeners effectively.
- Apply practical frameworks to structure presentations that drive clarity and audience engagement.
- Overcome nerves and develop stage presence using tested speaker strategies.

Course Prerequisite

Ability to read, write and understand English

Language of Delivery

English

Delivery Methods

Course is facilitated by a competent subject matter trainer who utilises a combination of the following techniques to ensure that the session is practical and experiential:

- Discussion
- Role Play
- Exercises & Case Studies
- Videos & Slide Shows
- Games & Group Activities
- Written Questions
- Practical presentation exercises with peer and trainer feedback

Who should attend?

This course is ideal for:

- Professionals who need to present to colleagues, clients, or stakeholders
- Team Leaders & Managers
- Sales & Marketing Professionals
- Educators & Trainers
- Public Relations & Communication Staff
- Anyone from complete beginners to more experienced speakers who wish to refine their skills

Course Outline

This course consists of the following 5 modules

Module 1	Foundations of Effective Presentations • What makes a presentation effective? • Different types of presentations • Planning & preparing your presentation • Setting objectives and analysing your audience • Generating ideas and doing research (The Five W's) • Structuring your message (main points, subdivisions, notes, storyboards) • Aligning presentation goals with audience needs
Module 2	Opening, Closing & Use of Visual Aids • Techniques for opening presentations (7 ways to start strong) • Building rapport with your audience • What to avoid when opening or closing • Strategies for impactful closing statements • The role and advantages of visual aids • Types of visual aids and how to use them effectively • Digital tools for creating engaging presentation materials

Module 3	Overcoming Nerves & Building Confidence • Dealing with anxiety and nervousness • Symptoms of anxiety & coping strategies • How to control fear of public speaking • Shifting focus: message vs. self-consciousness • Tips for reducing anxiety before and during a presentation • Practical relaxation and visualisation techniques for presenters
Module 4	Style of Delivery & Audience Interaction • Developing your delivery style and stage presence • Body language: gestures, eye contact, movement • Voice control: conversational tone, sincerity, confidence • Dress code and professional appearance when presenting • Preparing for Q&A sessions: handling questions confidently • How to disagree politely while retaining rapport • Handling challenging or disruptive audience members
Module 5	Persuasion, Influence & Handling Challenges • Selling your message and inspiring action • Understanding personality types (Go-Getters, Carers, Analyticals, Socialisers) • Adapting presentation style for diverse audiences • Creating and growing audience interest • Coping with technical problems, equipment failures, and time issues • Managing unexpected disruptions with professionalism • Turning presentations into memorable, persuasive experiences

Additional Information

Duration	2 Days	
Includes	• Comprehensive Training Manual • Lunch & Refreshments (not applicable to on-site training)	• Electronic Certificate (on successful completion of the course) • Electronic Delegate Feedback Questionnaire